

WEBINAR

Our Data Secret: How Foottraffik's Google Ads AI Gathers Data

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-data-google-ads-ai/>

Slide 1	<p>Our Data Secret: How Foottraffik's Google Ads AI Gathers Data</p> <p>Demystify the Data Gathering and the Analytic Power of Foottraffik's Machine Learning</p>
Slide 2	<ul style="list-style-type: none">• Today, we'll be covering:• The different places our AI finds data• Why those sources matter• How you can maximize that data to create more effective campaigns
Slide 3	<p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p>
Slide 4	<p>Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.</p>



Our Data Secret: How Foottraffik's Google Ads AI Gathers Data

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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By now, we hope you've heard the news about Foottraffik's Google Ads AI. It's a machine learning software platform that helps us better optimize campaigns for our clients so they see higher returns.

We're the only ones doing it in the cannabis industry and our clients are definitely benefitting from it.

Today, I want to take a deep dive into this service to share where the data that our AI uses comes from.

Here's the thing: your AI is only as good as its data sources so it's crucial that you understand what it's analyzing to ensure you're getting the best results possible.

First, let's do a quick recap of what Foottraffik's AI does, and then we'll focus on the many different data points it captures and analyzes.

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Foottraffik's new AI software connects real-time trends to dispensary Google Ads campaigns, supercharging performance and increasing ecommerce sales and revenue by more than 25%.



Using a combination of historical campaign data, real-time weather data, social media signals, and news sentiment aggregation such as Bing and Google News, our machine learning technology creates models around a variety of rich data sets.

This extensive modeling produces dynamic bid strategies that respond to trends and shifts in demand, thus yielding greater returns.

That means we can now create more high-converting Google Ads even faster to help our clients increase their bottom line while finding new customers.

Plus, these campaigns will be more effective than they were before—which is really saying something.

Our dispensary customers were already seeing great returns on ad spend on their advertising investments. Now, we'll be able to improve upon our own performance and take our clients' campaigns up several notches.

With Foottraffik's machine learning, we'll be able to create ads that lead to even more clicks, increasing our customer's return on ad spend and creating a renewable pipeline of online revenue.

When created as part of a larger dispensary advertising strategy, our new Google Ads machine learning campaigns will help our clients become market leaders.

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Let's focus more on the data sources our software is pulling from.

To get as much data as possible, our artificial intelligence looks at different APIs.



If you have ever tried to get two different programs to talk, like connecting your gravity forms to your MailChimp account, you've probably seen an API code. If you have bought something from a website and paid with Paypal, you've used an API.

What you may not know, is that a lot of popular sites use APIs to show you a broad variety of information.

For example, if you want to see what's happening today, you might check Google News.

Now, Google doesn't have it's own news service. Instead of hiring journalists and photographers, they source stories from digital newspapers and news stations across the world, and they give it to you all in a simple format. You don't have to look in different places to get your local, national, and international news. It's all conveniently available in one place.

Our AI taps into a variety of data sources in a very similar way. It uses an API connection to follow weather predictions, news aggregators like Google and Bing, and even social media sites to cluster data that can be subsequently sorted to identify patterns.

So I've already clued you into some of the different types of data our AI gathers. Let's talk about them individually.

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First up, weather.

What does weather have to do with cannabis, you might ask.

Well, cannabis is a consumer good, right? And just like any other retailer, dispensaries experience ups and downs based on weather conditions.



Fewer people may brave a storm to buy some edibles. But weather predictions can also have a positive effect on sales.

For example, because our AI is constantly collecting data, it will recognize that during the last predicted thunderstorm, your website visits increased x percent the day before.

So how would we use this data?

Well, if a storm is predicted and we know that more people will be searching for cannabis products at that time, we can increase our ad spend and bids to capture more of those sales.

Maybe people are more likely to purchase a certain type of product before a snowstorm, like flower. When data is fed into our AI, it notifies us to create campaigns centered around flower.

By pinpointing these types of behaviors and patterns, our AI can help improve bidding strategies to increase spend efficiency. That means that you'll get more for your ad spend and pay less for each click. It truly adds value to every campaign.

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I mentioned Google News earlier, and that's actually one of the sources our AI gathers data from.

Cannabis is in the news. There's talk of legalization in certain states, descheduling nationally, social programs, medical research, and more.

Sometimes certain companies and brands show up in the news, too, and this can impact consumer behavior.

Let's say there's a favorable story about Dixie edibles,



which your dispensary happens to carry.

Our AI can spot this article, which may have otherwise been overlooked because there's just so much news out there, especially now during a pandemic and election.

Knowing that positive press can lead to increased sales, we can use this data from our AI to create branded campaigns that mention Dixie to get more people to click through to your website and order the brand from you.

Because our AI software takes in more news pieces than a team of 10 people can possibly stay on top of, when it finds popular articles that it believes could lead to an increase in interest in certain products, we can create product-specific campaigns to get more clicks and drive more revenue.

On the other hand, let's say there's a negative piece of news about vaping. Our AI would clue us into this and the correlation between previous negative pieces about vaping and declining sales.

We can then change ad copy to ensure that vape cartridges aren't mentioned so that consumers looking to learn more about that news story won't see your ads and create that negative correlation between your dispensary brand and vaping illness.

Here's the thing: Cannabis is in the news now more than ever before. If you want to benefit from this free exposure, you need to implement a digital advertising strategy with Foottraffik. A strategy that allows you to sort through all of that information quickly and identify patterns. That's what our AI does.

It looks at Google News and Bing News, among other sites, to get the most up-to-date information. These sites pull in news from hundreds of organizations, and you can benefit from all of that data.



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Social media has a similar problem. A lot is happening on social media right now and it can be pretty difficult to stay on top of brand sentiment or be a part of every conversation around cannabis.

People are constantly chatting about the cannabis products they're trying and the dispensaries they've visited. Sometimes, they may tag you so that you know they're talking about you, but not always.

Now, just imagine what artificial intelligence can do with all that information.

By sorting through all the mentions of a brand and noting the sentiments associated with those mentions, our AI can help you spot consumer trends so you can help shape them from the beginning rather than riding the tailwind or completely missing out.

You can learn more about what your ideal audience is interested in so that you can create better ads to target them.

By looking at social media sites like Facebook and Pinterest, our AI can learn more about your ideal audience and what matters to them. It can help create bidding strategies for more suitable keywords that will encourage them to click on your ads and order from your dispensary.

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You may know that Google offers the ability to see the historical data for your own past Google Ads campaigns as well as keyword trends.

The idea behind this is that by knowing how well your campaigns have performed over time, you can optimize them to make them better. Similarly, by seeing how certain keywords have performed over time, you can decide whether to bid on them or not.



While this can be really useful, it's not a robust solution for gathering and analyzing data.

With our AI software, we're able to gather more information about past campaigns and keywords. To be honest, it's more information than a human could sift through and understand.

Ultimately, it's not just about the data gathering though. Having a tool that can help recognize patterns and trends faster and efficiently is invaluable. It's the difference between being able to capitalize on a trend, or missing the boat.

With our AI, we can see which days or weeks are best for what types of campaigns, what words are more effective for scoring clicks, and which keywords resonate the most with the people you want to target.

It's like having a secret window into what makes your target audience tick. Our AI is constantly learning and can provide you with insights into your target audience that would take a team of marketing expert weeks to determine.

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We began implementing our Foottraffik AI service for our current clients before announcing it to the general public. We wanted to confirm its effectiveness and that it would benefit every dispensary in North America that partners with Foottraffik.

Because of that, we're able to share the results of an AI campaign that we've been running over the past three months.

This case study reflects the Q3 results from one of our clients that operates in the Northeast.



Over three months, our AI software pulled in historical data from previous campaigns, trending information from news channel aggregators such as Google and Bing, social media, and historical weather reports and future forecast for the client's region.

We used this vast amount of information to create a variety of ads, including dynamic text ads, smart campaigns, non-brand campaigns, and product campaigns.

Thanks to an initial investment of \$8,000 into our Google Ads AI service, our client saw over 19K website visitors. 1,814 of those visitors made purchases totaling \$273,530.

That's a return on ad spend of \$34.19! They paid just \$4.41 to acquire each customer.

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I want to emphasize that it's not just our AI technology that is scoring these amazing results.

Yes, we have constant data gathering and analysis going on that's powered by the world's first Google Ads AI for the cannabis industry. But we also have a knowledgeable team that knows how to make the most of it.

After all, what's the point of a powerful tool if you don't know how to use it?

We have trained Google Ads specialists who participate in ongoing education to maintain certification and stay on top of best practices so that we can continue to run high performing ads for our clients. We invest in furthering their skillset because we know it will benefit everyone who works with us.

We have skilled copywriters creating engaging content



that converts while remaining compliant with both state regulations and online rules.

Google Ads are text ads, so what you say can have a big impact on whether or not people will click your ad. Succinct ads that are relevant to the keywords you're targeting is crucial.

We've run thousands of ads for dispensaries across North America. It's totally possible—you just need to know what is and isn't acceptable and steer clear of problematic words and phrases. Otherwise, you run the risk of not just having your ads dropped from the platform but having your whole account shut down.

Each of these pieces alone isn't enough. By connecting these components and applying them to each campaign we do, we're able to consistently create, run, and manage high-return campaigns for our clients.

In fact, after running ads for a month, 98% of clients choose to increase their ad spend to further fuel this revenue-generating advertising with Foottraffik. We're seeing this even more right now as retailers ramp up advertising for the upcoming holiday season.

Our process for creating, managing, and optimizing ads helps our clients reach new customers and convert them into loyal customers. We handle all of the heavy lifting and put our expertise to work to generate sales for you.

This is a low-cost tool that truly pays off. While your ROI will differ based on where you're located, it's still a no-brainer, especially during this current recession.

Many dispensaries have seen their Advertising budgets slashed. With Foottraffik's Google Ads AI, you can maximize the budget that you have to drive more revenue and make the case for an increase in your marketing budget.



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Our newest initiative was started with the best interest of our clients in mind.

We're always brainstorming to uncover new and better ways to serve the dispensaries that partner with us. Your goals are our goals. Your success is our success.

If you're debating about whether this type of advertising is right for your dispensary, then also think about the timing.

Right now is the best time to launch. Currently, there's a lack of competition when it comes to dispensaries on Google Ads.

This makes it easier to appear for those desirable keywords that are going to drive traffic to your website.

We're also about to jump into the holiday shopping season. I know I've already started seeing ads for holiday gifts.

A lot of companies are starting their holiday advertising early because of the uncertainty brought on by the pandemic. They don't know what restrictions may be in place come December, so they've launched ads to encourage early shopping. Every week, it seems, there's news that COVID cases are increasing, so it's smart to start your holiday advertising now.

We know that consumer purchasing behavior has changed since March. People are visiting dispensaries less while making larger purchases. Instead of stopping by weekly, they're stopping by every two or three weeks. The sooner you start your ads, the more people you can reach and convince to purchase online.

Even if you aren't concerned with the holiday shopping season, it's still important to launch your ads as soon as possible. Doing so lets our AI software gather more data so that we can create the most effective campaigns for you.



To maximize the potential of our software, we want a couple of month's worth of data. This really boosts results.

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To help you maximize your advertising budget and get started with Google Ads, we're offering a special deal for today's attendees.

Get 1 month of Google Ads management for free.

To get started with this deal, schedule a call with us at foottraffik.me/call

This offer is available until October 29th for attendees only, so act fast. Let's get on a call and talk about how Foottraffik's Google Ads AI is going to boost your sales.

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Questions?

- Can you limit which sources the AI pulls from or focus on just one source?
- How quickly will you see results?
- How do you measure results?

